



PORTLAND BUREAU OF TRANSPORTATION

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Jo Ann Hardesty Commissioner **Chris Warner** Director

**Northwest Parking District
TDM Subcommittee**

Zoom Meeting
September 13, 2022
11:00 a.m. – 12:00 p.m.

To watch meeting recording go to:

<https://us06web.zoom.us/rec/share/yaUY8K5o8FBOXb3VrojIMr-S2lc4nRy9RjdVWs1u9DvaBvga37iwEMCcSAJRBmql.Uzurj6mSu32mnzZB>

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Meeting Summary

Members in Attendance

Jeanne Harrison, NWDA
Karen Karlsson, NWDA
Rick Michaelson, At-Large
Alex Zimmermann, At-Large

Portland Bureau of Transportation (PBOT) Staff

Judge Kemp, Transportation Wallet Coordinator
Sarah Goforth, Transportation Wallet Manager
Stanley Ong, Parking Program Specialist
Rae-Leigh Stark, NW Parking District Liaison

Public in Attendance

None

TDM Evaluation

Meeting started at 11:07 a.m.

Rick shared some ideas on evaluating the TDM program in NW. First step is to internally determine measures of success for program, such as greater mobility in low-income individuals, or car ownership rates. He has interest in how much of each benefit is being used. First step may be to get measures from other committee members and then determine priority. Goal is to determine money is being spent efficiently and is being effective in lowering parking demand.

Alex said when looking at programs, it is important to compare things in a similar way. This is important when evaluating and determine metrics so that programs are not looked at in a vacuum.

Rick said that we have a lot info about how on and off-street parking system works, but no study of the TDM program yet.

Karen said that when they started implementing TDM programs, one of the goals was to get people out of their cars and less cars on the street. However, goals were not set nor definition of success. Efforts have been taken, but unsure if it has been accomplished, or determine what is the end goal.

Rick said that if they are not selling budgeted/allocated Wallets, there is a marketing issue. He would like subcommittee members to think about metrics and submit them in the next week.

Rae-Leigh will send that she will send a shared document around. We can send to RWC so that they can link annual occupancy study to it. Once that is done and an idea of what the evaluation will look like, scope can be drafted.

Rick also wanted to make sure that we are measuring useful info for Sarah (TW Program) too.

Karen said that we need to remember what we are trying to accomplish with TDM efforts and try to relate it back to measurable ways to determine program success. Its tricky since TDM isn't directly about parking.

Alex said it would be tough to draw that direct relationship. She would like to know what data PBOT staff can use from new rideshare platform but is not sure what types of information is possible to use.

Rick has a process question – are SAC members that are leaving able to participate in subcommittee discussion and continue helping with this?

Rae-Leigh said that they can, but they cannot participate in a vote. But votes have not been done in the past at subcommittee.

Sarah wanted to reiterate that they have longitude data that shows that people are giving up their cars and using other types of transportation. There are two annual reports posted online, and the first report shows the wallet program in relation to parking demand. The data has shown continued increase in low-income participants.

TW Updates and Fall Employer Campaign

Judge shared that New Mover program is being moved online so that property manager no longer needs to use paper sign up forms. Will continue to create GIFs to advertise the program.

Transportation Wallet PLUS is now able to be launched. This will exclusively target residents of NW (not employees) as recommended by the subcommittee.

Fall commute campaign will using Get There platform starts Sept. 14 to encourage carpool matching. A group has been created for the Northwest Parking District. Tiered incentives for sign-ups with \$25 Visa gift cards will be used, set at 25 sign-up increments. This will lead into the statewide Get There Challenge Oct. 3-16. They will also be sending regular weekly reminders during the campaign.

Discussion

Alex asked if the carshare code can be used for multiple short trips, or if it's a one-time use despite the trip costing less than the value of the code. In previous years, the balance was drawn down over multiple short trips. Sarah said that the update that was applied two weeks ago fixed that issue. They will reach out to existing Transportation Wallet users so that those who may have not used the full value will be able to do so.

Karen said that metrics are needed for things like revamping the New Mover program. We need to know what the property manager is doing – are they encourage new residents to sign up, are they using the GIFs? These are things she would like to be included as part of the program evaluation. Rick suggested a coffee hour or luncheon to remind property managers about program offerings.

Stanley said that we noticed that the New Mover sign up rate is lower this year than in the past. The current program is dependent on the property manager requesting paper sign-up forms; and if they don't request the forms, then the resident is kind of stuck. There is one property in particular where we've contacted them several times letting them know that their residents are interested in the New Mover program, but they are not responding. By, moving it online, we are hoping to remove the property manager as the barrier to a resident signing up for the program. The move to online is trying to make it easier for the new resident to sign up for the program. Karen said that the new resident still needs to hear about the program, so if we are still relying on the building manager to become aware of the program, we still have an issue. Rick suggested announcing these changes in the NW Examiner or something.

Alex asked if the SmartTrips program is used to advertise the New Mover program. Sarah said that it has been included in NW since 2018. Alex also suggested contracting out

marketing of the program for future campaigns. New Mover is related to the stages of change framework for future campaigns. They can put more targeted effort.

Rick asked how employers and employees are being identified. Sarah said through permit sign ups and listservs.

Karen said this is a good idea, but COVID and hybrid work may make it a challenge. She wonders how carpool has been impacted by this. She said that if it is not successful, it may be due to how the world has changed. Rick said that if people only come into work 2 or 3 days a week, that can be considered a good thing.

Alex asked if we are using targeted social media ads. Sarah said that they have in the past to advertise wallets, but wants to acknowledge that there is a capacity issue. Rae-Leigh said that we used targeted ads in Facebook and Instagram for the off-street study with some success. One of the ad campaigns resulted in 177 more survey responses.

Meeting Adjourned at 11:36.

PBOT Action Items

Rae-Leigh will share a document to collect ideas and thoughts about metrics for TDM program evaluation